



WCPO

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ORDER

Print Date 09/24/12

Page 1 of 5

Flight Dates 09/14/12-09/18/12

Contract / Revision 310915 / Candidate. 09.14-09.18.12 Flight.

Original Date / Revision
09/13/12 09/21/12

Advertiser Romney / Republican / Presi

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Product

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Order #81.

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	55	\$61,731.25	\$72,625.00	0.00
Totals	55	\$61,731.25	\$72,625.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/18/12	55	\$61,731.25	\$72,625.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	09/14/12	09/18/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	- 1 - - 1 - -	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	- - - - 1 - -		1				\$600.00		0.00			
		Week: 09/17/12	09/23/12	- 1 - - - - -		1				\$600.00		0.00			
N 2	WCPO	09/14/12	09/18/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	- 1 - - 1 - -	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	- - - - 1 - -		1				\$600.00		0.00			
		Week: 09/17/12	09/23/12	- 1 - - - - -		1				\$600.00		0.00			
N 3	WCPO	09/14/12	09/18/12	M-F 9-10a	CM	M-F 9-10a	- 1 - - 1 - -	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00



WCPO

Print Date: 09/24/12

Page 2 of 5

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Contract / Revision 310915 Flight Dates 09/14/12-09/18/12

Hiatus Dates

Original Date / Revision 09/13/12/ 09/21/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. 09.14-09.18.12 F Estimate # Order #81.

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 1--		1				\$400.00		0.00			
		Week: 09/17/12	09/23/12	- 1-----		1				\$400.00		0.00			
N 4	WCPO	09/14/12	09/18/12	M-F 11a-12p	CM	11a-12p	1--- 1--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
				M-F 11a-12p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 1--		1				\$600.00		0.00			
		Week: 09/17/12	09/23/12	1-----		1				\$600.00		0.00			
N 5	WCPO	09/14/12	09/18/12	M-F 12-1p News	CM	12-1p	1--- 1--	:30	2	\$750.00	P-2	0.00	NM	1	\$750.00
				M-F 12-1p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 1--		1				\$750.00		0.00			
		Week: 09/17/12	09/23/12	1-----		1				\$750.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WCPO	09/17/12-09/23/12	M-F 12-1p News		12-1p	M-----	:30		(\$750.00)		0.00	NM		
	Credited [flight ended. adding to current sched.]														
N 6	WCPO	09/14/12	09/18/12	M-F 3-4p	CM	3-4p	- 1-- 1--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
				3-4pm Katie											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 1--		1				\$550.00		0.00			
		Week: 09/17/12	09/23/12	- 1-----		1				\$550.00		0.00			
N 7	WCPO	09/14/12	09/18/12	M-F 4-5p Ellen	CM	358-5p	11-- 3--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
				M-F 4-5p Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 3--		3				\$1,500.00		0.00			
		Week: 09/17/12	09/23/12	11-----		2				\$1,500.00		0.00			
N 8	WCPO	09/14/12	09/18/12	M-F 5-530p News	CM	5-530p	11-- 1--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
				M-F 5-530p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 1--		1				\$1,500.00		0.00			
		Week: 09/17/12	09/23/12	11-----		2				\$1,500.00		0.00			
N 9	WCPO	09/14/12	09/18/12	M-F 530-6p News	CM	528-6p	1--- 1--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
				M-F 530-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 1--		1				\$1,500.00		0.00			
		Week: 09/17/12	09/23/12	1-----		1				\$1,500.00		0.00			
N 10	WCPO	09/14/12	09/18/12	M-F 6-630p News	CM	558-630p	1--- 1--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 1--		1				\$1,500.00		0.00			
		Week: 09/17/12	09/23/12	1-----		1				\$1,500.00		0.00			
N 11	WCPO	09/14/12	09/18/12	M-SU 11p Late News	CM	11-1135p	11-- 2--	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
				M-SU 11p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 2--		2				\$1,500.00		0.00			
		Week: 09/17/12	09/23/12	11-----		2				\$1,500.00		0.00			
N 12	WCPO	09/14/12	09/18/12	M-F GMTS 5-6a	CM	5-6a	11-- 1--	:30	3	\$225.00	P-2	0.00	NM	3	\$675.00
				M-F GMTS 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---- 1--		1				\$225.00		0.00			
		Week: 09/17/12	09/23/12	11-----		2				\$225.00		0.00			



WCPO

Print Date: 09/24/12

Page 3 of 5

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Hiatus Dates

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Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. 09.14-09.18.12 F Estimate # Order #81.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WCPO	09/18/12	09/18/12	Tu 9-11p Tu 9-11p (9:00 PM-11:00 PM)	CM	9-11p	-T-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----					1	\$2,500.00		0.00			
N 14	WCPO	09/14/12	09/14/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					1	\$3,500.00		0.00			
N 16	WCPO	09/15/12	09/15/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$250.00		0.00			
N 17	WCPO	09/15/12	09/15/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$375.00		0.00			
N 18	WCPO	09/15/12	09/15/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$400.00		0.00			
N 19	WCPO	09/15/12	09/15/12	ABC College Football Pri ABC College Football Pri	CM	758-1130p	-----S-	:30	1	\$1,000.00	P-8	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$1,000.00		0.00			
N 20	WCPO	09/16/12	09/16/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$250.00		0.00			
N 21	WCPO	09/16/12	09/16/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$375.00		0.00			
N 22	WCPO	09/16/12	09/16/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$400.00		0.00			
N 23	WCPO	09/16/12	09/16/12	SU 9-10a SU 9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$800.00		0.00			
N 24	WCPO	09/16/12	09/16/12	SU 6-7p News SU 6p News (6:00 PM-6:30 PM)	CM	6-6:30p	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$1,000.00		0.00			
N 25	WCPO	09/16/12	09/16/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$3,000.00		0.00			
N 26	WCPO	09/16/12	09/16/12	Sunday Prime B Sunday Prime B	CM	8-9p	-----S	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$3,250.00		0.00			



WCPO

Print Date: 09/24/12

Page 4 of 5

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Hiatus Dates

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Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. 09.14-09.18.12 F Estimate # Order #81.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N26	WCPO	09/16/12	09/16/12	Sunday Prime B Sunday Prime B	CM	8-9p	-----S	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$3,250.00		0.00			
N27	WCPO	09/16/12	09/16/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$3,250.00		0.00			
N28	WCPO	09/16/12	09/16/12	Sunday Prime D Sunday Prime D	CM	10-11p	-----S	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$3,250.00		0.00			
N29	WCPO	09/16/12	09/16/12	M-SU 11p Late News SU 11p Late News	CM	11-1135p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$1,500.00		0.00			
N30	WCPO	09/14/12	09/18/12	OSU Football OSU Football	CM	1158a-1130p	-----S-	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$8,000.00		0.00			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
N31	WCPO	09/14/12	09/18/12	ABC College Football -g ABC College Football gan	CM	258-7p	-----S-	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$3,500.00		0.00			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
N32	WCPO	09/14/12	09/18/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MT--F--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
Week:		09/17/12	09/23/12	MT-----					1	\$750.00		0.00			
N33	WCPO	09/14/12	09/18/12	M-F 730-8p M-F 730-8p	CM	728-8p	MT--F--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
Week:		09/17/12	09/23/12	MT-----					2	\$600.00		0.00			
N34	WCPO	09/14/12	09/18/12	Monday Prime Special Monday Prime Special	CM	8-11p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
Week:		09/17/12	09/23/12	M-----					1	\$2,500.00		0.00			
N35	WCPO	09/14/12	09/18/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$250.00		0.00			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
N36	WCPO	09/14/12	09/18/12	SU 5-6am SU 5-6am	CM	5-6a	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$100.00		0.00			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
N37	WCPO	09/14/12	09/18/12		CM	7-8a	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00



WCPO

Print Date: 09/24/12

Page 5 of 5

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Contract / Revision **310915** Flight Dates **09/14/12-09/18/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre: Product Candidate. 09.14-09.18.12 F** Estimate # **Order #81.**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				SU GMA 7-8a											
				SU GMA 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$300.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
													Totals	55	\$72,625.00